Grant Courtney

Introduction

Grant Courtney

- Member of GS1 Healthcare Leadership Team

- 20 Years experience in healthcare focusing on the **"product to patient interface"**

Hurdles we need to overcome

Lack of demand or no legislation	Until there is legislation or significant consolidated demand, it is not enough to trigger manufacturers to respond
Uncertainty of requirements	It is difficult to build solutions when requirements are not clear or keep changing, this can delay investment.
Conflicting legislation	Single Unit Dose requirements need to conceder the use of barcodes on packs.
Scale of change	A manufacturer could have 100's of production lines and also have product made by contractors.
Conflicting priorities	Manufacturers' will be running many projects.
Industrialised solutions	Technology is not always ready or robust enough to use or invest in
Solutions providers able to support	Technology/ solution providers are not always able to support he demand from industry similar to Y2K
Timelines	Equipment can take 6 – 2 years to design, build and get up and running

What can you do to help ?

It is not feasible to remove all hurdles
but Industry & Healthcare providers can
work together to
minimise them
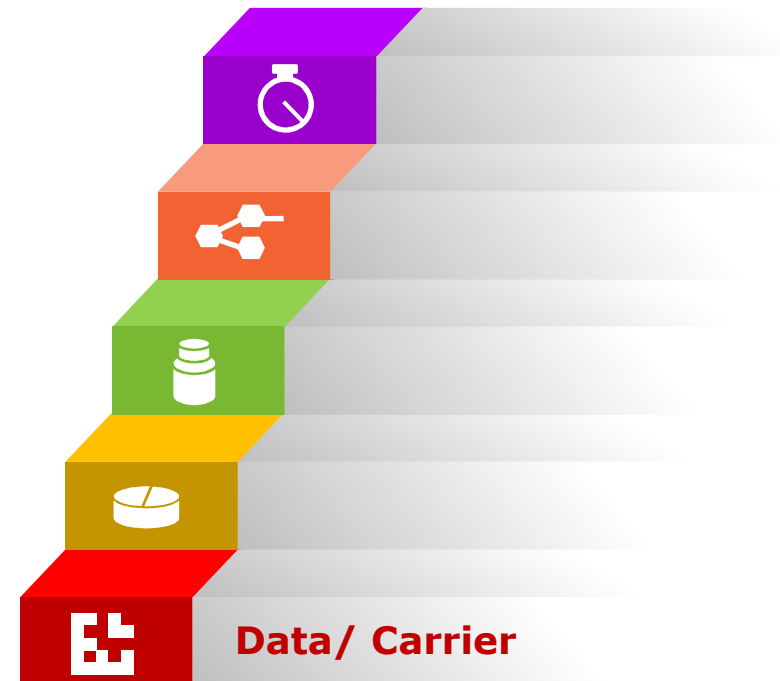Here are a few ideas
to illustrate this approach

Data / Carrier

Reduce uncertainty

- Use GS1 standards for the data carrier and data

Industrialised solutions

- Start with GTIN only as batch and expiry is more challenging
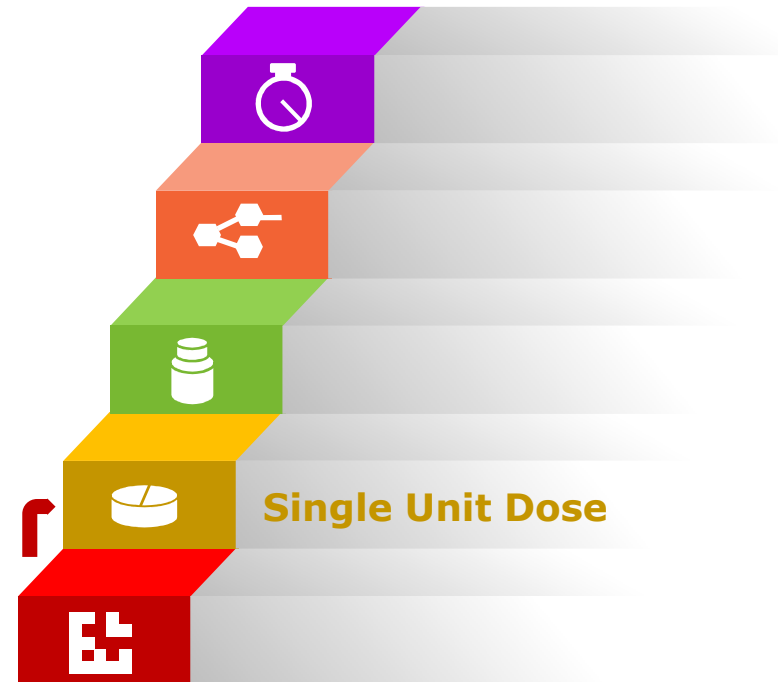
Data/ Carrier

Single Unit Dose

Conflicting Legislation

- Work with industry and regulators to ensure requirements are consistent and we think about these issues holistically

Single Unit Dose

Pack Formats

Industrialised solutions

- There is no solutions for some pack formats today, whilst others are very challenging

Pack Formats

Products

Scale of change

- If we focus on high risk products and/ or those products used in hospital type settings rather than all products, this will reduce the impact

Products

Timing

- Phasing requirements and achievable timelines will help with many of the hurdles manufacturers encounter

Timing